

SOCIAL WORK EDUCATION

Bi-Monthly News Publication

COUNCIL ON SOCIAL WORK EDUCATION • 345 EAST 46 ST., NEW YORK 17, N.Y.

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• SPECIAL RECRUITMENT ISSUE •

FEBRUARY 1954

CONTEST FOR SOCIAL WORKERS

on

WHY SOCIAL WORK IS THE CAREER FOR ME?

A Contest for Social Workers

Sponsored by the Council on Social Work Education
and Whiteside, Inc., Book Publishers.

Enter this contest today—Win new books for your library.

Purpose

To stimulate interest in social work and to bring out why social work may be attractive to others.

Contest Rules

Who is eligible?

Any person who is now employed in a social agency and who has had not more than three years experience.

What the contestant must do

Write in not more than 500 words why social work is a satisfying career for you.

Send your statement to the Contest Editor, Council on Social Work Education, before April 25, 1954. Attach on a separate page your name, address, agency, position, professional education (if any) and your experience.

Prizes—Contributed by Whiteside, Inc.

First—a choice of 8 of the following books.

Second—a choice of 5 of the following books.

Third—a choice of 3 of the following books.

(List of Books May Be Had From the Council)

Judges

The following persons will serve as judges for the contest:

Viola Paradise—New York School of Social Work

John Milner—University of So. California

Polly Weaver—*Mademoiselle* Magazine

Their decisions will be final and will be announced at the National Conference of Social Work in Atlantic City. All papers submitted become the property of the Council.

Why This Issue on Recruitment?

The most immediate and pressing problem confronting social work education as well as the field of social work itself is the decline in student enrollment in schools of social work in the face of the acute demand for qualified social work personnel.

The Council has recognized the seriousness of this situation

Council of Delegates Meeting

Atlantic City

Tuesday, May 11, 1954

2 to 5 P.M.



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The cartoon by Milton Caniff on the cover of this issue is Mr. Caniff's contribution to our recruitment effort. Drawn at our request for display purposes in connection with recruitment for social work in defense mobilization, we believe it warrants a wide audience.

and has given high priority to an effort to interest more individuals in social work as a career.

This issue of *Social Work Education* is devoted entirely to recruitment in an effort to acquaint membership of the Council on its recruitment activities, to share information, to report problems, and to generate interest.

Since space is limited and only a very brief summary report can be made here—it seemed best to try and answer the most common questions asked about the recruitment program of the Council.

Why Recruitment? Because . . .

Graduate school enrollment in 1952-53 was down 5% over 1951-52.

Graduate school enrollment in 1953-54 is down 7.5% over 1952-53.

The number of unfilled positions, as shown by vacancies advertised in professional publications is growing larger. For example, at the National Conference of Social Work in Cleveland in June 1953, some 1529 positions were listed with USES as vacant (there were many others unlisted, for which personnel was being sought through other channels) but only 436 persons registered as looking for positions and most of them were already employed.

Services in many areas are being jeopardized because qualified personnel is not available—established services cannot be expanded and new services cannot be initiated. In some instances agencies are reluctantly turning to non-social work sources for personnel to fill social work positions since the needs of people are so urgent.

The most adequate figures available indicate that there are from 75,000 to 100,000 social work positions in the United States today. More than 50,000 additional workers, it is estimated, must be recruited within the next ten years if we are to replace those who will leave the field during this period, fill currently vacant positions, expand existing services where this need is known and provide some staff to meet new demands for social workers in international programs, rehabilitation services, school social services, probation, parole and institutional care, and in other new and expanding fields.

In 1953, only 1844 students graduated with the master's degree from the 53 accredited schools of social work in the United States and 100 students from the six accredited Canadian schools. In addition, some 412 students in the United States completed one year of the graduate program, and 175 in Canada.

The limited evidence available would indicate that these graduates, 778 of whom took employment in private and 761 in public agencies,* are hardly adequate in number to replace those who retired or otherwise left the field in the same year. Furthermore, a high percentage of male graduates are taken into the military services immediately after graduation.

No reliable figures are available as to the number of undergraduate students enrolled in social work or preprofessional courses in social work. This is an area of such interest to the Council that a special study of undergraduate education for social work, and its relationship to professional education, is now being planned.

* Balance unreported.

Whose Responsibility — Recruitment?

Everyone who is interested in human needs and human values ought to be concerned about the supply of competent social workers. Certainly this includes every person and every organization in the field of social work and all those who support them. For everyone knows—that a service can be no better than the people who provide it. Regardless of what else is done—nothing can really insure competent service except competent personnel. Studies recommending improved or expanded services or pointing out new needs are hardly worth their cost if qualified personnel is not available to staff them.

Recruitment is the responsibility of the *total field*—and it will not be done adequately until the total field becomes concerned enough to lend its interest, efforts and support. The Council is but an instrument of the total field in its attempt to mobilize the total field for an effective recruitment effort.

Recruitment — What Priority?

The Council has given recruitment for the field of social work its highest priority and has agreed to devote a considerable portion of its available resources to this area of its responsibility.

What Is the General Purpose of the Council's Recruitment Program?

It is to increase the supply and quality of professionally competent social workers in order to staff adequately the social services in the United States and Canada and to insure their quality. Failure to provide these services or to provide them inadequately results in human tragedy and costs which are immeasurable in their ultimate consequences.

The Council recognizes the urgent need for a study of practice in order that the educational requirements for different social work positions may be more confidently established. Until such studies are made recruitment for the field must be based upon the experience accumulated to date as to what these requirements are.

What Are the Specific Objectives of the Council's Recruitment Program?

They are:

1. To develop a better and wider understanding of social work and of the professional skills required to practice it. Such knowledge is essential to the prestige which it must have to attract the best personnel.
2. To spread as widely as possible a knowledge of the opportunities available in social work to those who are selecting a career.
3. To increase the number of suitable students in undergraduate departments in which they will gain a knowledge of and interest in social work as a possible career.
4. To increase the number of suitable students in schools of social work to the maximum of their capacity.
5. To interest potential social work personnel in suitable employment.
6. To interest those already in the field who have less than full professional preparation to complete their professional education.

How Has the Council Organized to Carry On Its Recruitment Program?

It has . . .

. . . Established a large committee, the membership of which was selected, after consultation with all parts of the field, to insure its representative nature. This Committee has been given full responsibility for the development of an effective recruitment program.

. . . Established an agreement with the National Social Welfare Assembly which provides: that the Assembly will continue its overall coordination of recruitment planning for all national agencies, whereas, the Council will undertake an actual operating recruitment program and will coordinate its operational activities with those of other national agencies. (A copy of this agreement is available on request.)

. . . Established close working arrangements with the National Committee on Social Work in Defense Mobilization whereby the functions of each are defined so as to devote full energies to unduplicated efforts.

. . . Established agreements as to areas of responsibility for recruitment activities with the American Association of Social Workers, American Association of Medical Social Workers, American Association of Group Workers, American Association of Psychiatric Social Workers and the National Association of School Social Workers.

. . . Worked with seven communities in establishing community-wide recruitment pilot centers in an effort to test recruitment plans and methods.

What Has the Council Accomplished to Date in Recruitment?

It has . . .

. . . Worked with the National Committee on Social Work in Defense Mobilization in the preparation and publication of numerous recruitment materials.

. . . Prepared material for CAREER BRIEFS for Pratt Institute and an article on social work for the Kiplinger *Newsletter*.

. . . Prepared an article on "Opportunities in Social Work" for EMPLOYMENT SECURITY REVIEW for January 1954.

. . . Placed three articles in the daily press (see *New York Times*, April 29, May 2, 1953 and *World Telegram and Sun* for November 3, 1953) on recruitment which resulted in more than 200 inquiries from all parts of the United States and Canada.

. . . Prepared and published *Recruitment For Social Work, A Guide For Organizing A Local Recruitment Program* which includes a speakers' outline on recruitment and a sample fact sheet on information useful for recruitment programs.

. . . Distributed:

- 2,000 recruitment kits for use by the profession
- 750 recruitment kits for use by vocational counsellors
- 250 recruitment kits to students
- 5,000 copies of SOCIAL WORK FELLOWSHIPS & SCHOLARSHIPS FOR 1954-55
- 40,000 copies of CAREERS IN SOCIAL WORK
- 2,000 copies of CAREER BRIEFS
- 5,000 copies of SOCIAL WORK AS A PROFESSION

10,000 copies of recruitment brochures prepared and furnished by AAMSW, AAPSW, NASSW, AAGW and the Department of Defense

12,000 lists of accredited schools of social work

500 lists of undergraduate departments which are members of the Council

5,000 copies of RECRUITING SOCIAL WORKERS IS OUR BUSINESS BECAUSE . . .

300 copies of a form letter to answer employment inquiries from persons without professional preparation for social work

400 copies of RECRUITING GUIDE — Suggestions for conducting a recruitment program in a local community, prepared and supplied without cost by the AAMSW

. . . Provided information, help and advice by correspondence to more than 200 local communities interested in recruitment.

. . . Answered thousands of inquiries on social work as a career in which an educational question was involved or Council literature was requested.

. . . Gave talks on recruitment in 40 communities.

. . . Held a two-day workshop in New York for representatives from seven local communities to plan the establishment of the Pilot Recruitment Centers.

. . . Helped plan and participated in the MADEMOISELLE workshop on "Trouble Spots in Placing Liberal Arts Women Graduates"—November 6 and 7, 1953, in New York, attended by 200 placement directors of women's colleges east of the Mississippi River.

. . . Assisted in the preparation of a film strip developed at Western Michigan College of Education.

. . . Maintained a recruitment booth at the National Conference of Social Work in Cleveland jointly with the National Committee on Social Work in Defense Mobilization at which consultation and literature were available. (Another such booth will be maintained at the Conference in Atlantic City in May 1954.)

. . . Initiated action to secure the preparation and publication of four special brochures which will describe opportunities in family and child welfare, including probation and parole; church social work; community organization; and public welfare (completed).

. . . Participated in the Career Conference at Harvard University on February 23, 1954.

. . . Assisted many individuals in the preparation of speeches on social work as a career.

. . . Assisted numerous local organizations in the preparation of exhibits on social work as a career.

How Has the Council Cooperated With Other Agencies in Recruitment?

The Council has had good cooperation from many agencies in its recruitment activities and has in turn worked with many of them on specific recruitment projects.

The Council has:

- . . . Shared its information with many other organizations.

. . . Participated in numerous workshops and conferences on recruitment organized by such groups as the American Association of Social Workers, the American Association of Medical Social Workers, the National Jewish Welfare Board, state welfare conferences, the National Conference of Social Work (at its National Conference), the National Social Welfare Assembly, and many others.

The Council has had help from many organizations in its recruitment program, including:

. . . The National Committee on Social Work in Defense Mobilization, which, by agreement, handles all general inquiries about social work as a career (approximately 5,000 received during 1953) and has developed certain recruitment materials for Council distribution. It has also worked with conferences of guidance personnel and provided help in establishing recruitment exhibits at national conferences.

. . . The National Social Welfare Assembly in its overall coordination of planning and the preparation of a bibliography of recruitment material.

. . . The American Public Welfare Association, in the preparation and publication of a special brochure on opportunities in public welfare, copies of which have been supplied without cost to the Council for use in its recruitment kits.

. . . The Family Service Association; Department of Health, Education and Welfare; Child Welfare League; National Probation and Parole Association; and Travelers Aid, in the preparation of a special brochure on family and child services including probation and parole.

. . . The American Association of Social Workers, in its work with local chapters on recruitment.

. . . The American Association of Medical Social Workers, American Association of Psychiatric Social Workers, American Association of Group Workers and National Association of School Social Workers in supplying without cost special recruitment brochures in their respective specialties.

What Interesting Local Recruitment Activities Have Developed?

Among Schools of Social Work

. . . The University of Toronto, School of Social Work, has developed a well rounded on-going program involving faculty and alumni participation. Dr. Albert Rose reported this recruitment plan at the National Conference in Cleveland. (See SOCIAL WORK JOURNAL, January 1954, pp. 34-35).

. . . Western Reserve University, School of Applied Social Sciences, has had one faculty person assigned continuing responsibility for recruitment. This has involved the establishment of on-going relationships with undergraduate departments in surrounding universities.

. . . The University of Pittsburgh, School of Social Work, has developed a film strip for the use of its faculty in their recruitment talks. The film strip helps bring alive the activities of social workers, the settings in which they work and something about their education.

. . . Washington University, The George Warren Brown School of Social Work, has used the following recruitment devices:

1. Development of two recruiting leaflets, one for the high school student and one for the college student.

2. A tea for high school principals and counsellors in the St. Louis metropolitan area at which time there is a chance to discuss social work as a profession and the undergraduate preparation therefor. At last year's tea, more than 60 principals and counsellors attended. An announcement of this tea is appearing in the counsellors' professional journal and given the information that materials on social work as a profession are available on inquiry to the school.

3. A speakers' bureau is maintained to fill requests to appear at "Career Days" at high schools and nearby colleges. These requests are usually filled by sending a team made up of a faculty member, a graduate, and a current student.

4. News items on alumni, involving change of job, agency, or achievement, go to the News Bureau of the University, which passes on the item (when justified) to the undergraduate college from which the alumnus came.

5. Stimulation of alumni to do individual recruiting and to develop contacts with high schools and colleges in their area.

6. Offer to state public welfare directors any reasonable number of recruiting leaflets at their request. Last year more than a dozen state public welfare directors requested a supply of these leaflets for distribution.

7. Cooperation with a local "Show-Me-Social-Work" day or days for college seniors. The success of this has varied from year to year according to the organizing that has gone into it, but in the past, as many as 70 college students have attended the two-day program of agency visits, talks, and discussions.

. . . The New York School of Social Work, 2 East 91st Street, New York 28, N. Y., in cooperation with Barnard College has worked out a plan with local welfare agencies in New York City whereby a selected number of promising college juniors will be given six weeks of paid experience during the summer of 1954. These students will be under careful school-agency supervision and provided with opportunities to meet the social work leaders of the community. The object of this experiment is to give students who are interested in social work an opportunity to determine for themselves whether it is a career they may be interested in preparing for. Since the students selected will come from a number of colleges they should be a source of interpretation to other students in their senior year.

. . . Interesting illustrated recruitment pamphlets have been produced by:

New York School of Social Work of Columbia University
Smith College School for Social Work
University of Chicago School of Social Service Administration
Washington University, George Warren Brown School of Social Work.

Copies may be had on request to the respective schools.

Among Undergraduate Departments

. . . Sister Providentia, of the College of Great Falls, Montana, has developed student panels in her classes and presented them at high schools, on the radio, and before the public. Students are directly involved in community welfare programs in interesting ways and are placed in agencies for actual work and volunteer experience. The ideals of Christian service are stressed in the student clubs and classes.

These students polled 23 agencies in Great Falls and found 14 which used high school students in their work during the year (1952). There were 153 high school students getting social work experience and some on-the-job training. 20 of these students were interviewed about their thinking as to social work as a career; 9 said they had definitely decided on social work as a career; 8 said they were considering social work; and 3 had decided against it.

. . . The University of Montana, under the direction of Harold Tascher, carries on an equally stimulating program for under-

graduate students. Role playing, for example, has been developed to the point where his students have appeared on television. Great interest in social work is thus aroused.

Among Agencies and Professional Associations

. . . The Michigan State Department of Social Welfare has recruited since 1944 some 47 students and placed them in schools of social work for a first year of training on a Department stipend. As of October 5, 1953, 43 had completed this one year of training and 29 of these were with the Department and 9 were employed in other agencies. 14 of these students completed a second year on their own and 2 are currently enrolled for a second year. The Department has been able to secure through this plan well prepared social workers for many of its key positions, especially in child welfare.

. . . The Iowa Public Welfare Department has maintained a regular and on-going plan for visiting Iowa colleges to interest faculty and students in social work. Questionnaires are sent to colleges to get information on the number of students enrolled and the courses offered. This provides information for a follow-up recruitment visit.

. . . The National Jewish Welfare Board, 145 East 32nd Street, New York 16, N. Y., held a conference in New York City on October 12, 1953 to discuss the problems the agency is having in securing personnel to fill vacancies in local organizations throughout the country. The meeting was attended by Board and staff members and there was a lively discussion of the problem, the preparation needed by group workers and what specific steps might be taken by the agency to meet its need for personnel. Out of this discussion and further planning, the agency has set up a controlled experiment on recruiting.

. . . The American Association of Medical Social Workers has organized a very interesting recruitment program in Pittsburgh in which the Board members of hospitals are active. Although focused on recruiting for medical social work, many of the ideas are as useful for general recruitment to the field. A comprehensive report on this plan is available from the AAMSW, 1834 K Street, N.W., Washington, D.C. The report is called "Report from Pittsburgh, Pennsylvania, as a Test Area for Recruitment for Medical Social Work," July 1953.

. . . The Mississippi Chapter of AASW has developed a recruitment program on a statewide basis which involves close coordination with the colleges in the state. Mr. Morris Priebsch of the Department of Public Welfare, P.O. Box 1669, Jackson, Mississippi, described the plan in some detail at the National Conference program in Cleveland in June 1953.

. . . The Minnesota Conference on Social Work Education, 105 East 6th Street, St. Paul, Minnesota, has developed a detailed plan for a state-wide recruitment program. Application has been made to a foundation for financing so that staff and services may be provided.

. . . The Dean of a New England medical school has approached a family agency to ask that students who were not accepted for admission to the medical school be offered an opportunity to learn about social work as a career. Arrangements have been made by the family agency to do this.

. . . The Providence (Rhode Island) *Journal and the Evening Bulletin* has a weekly column written by Mrs. Deborah Walker, a social worker, dealing with the problems of family life. The column has developed considerable interest in the community. It is planned that opportunities in social work will be brought to the attention of readers of this column.

Among the Pilot Centers

. . . The Philadelphia Area Committee on Recruitment for Social Work is holding its first meeting for representatives from 50 institutions of higher learning in the area on March 19. College presidents have been advised of the meeting and invitations have gone to one or more of the departments of the institution including: economics, education, English, history, home economics, philosophy, political science, psychology, religion, and sociology. This is expected to be the first of a planned relationship with these institutions. The committee has its own printed stationery and a business office in the same building with the Health and Welfare Council.

. . . The Boston Pilot Center Committee reports the following projects underway:

- a) The development of a centralized speaker's service where inquiries for speakers for career days, vocational conferences, and the like can be cleared and a file of speakers maintained;
- b) Study of the opportunities in agencies, both public and private, for graduates with A.B. degrees, what agencies will employ them, and what is expected of them;
- c) A fact finding project to have precise data on the number of vacancies for professional personnel, job classifications, and information regarding the period for which these positions have been vacant. In this endeavor they have secured the help of the Research Division of the United Community Services to work out the schedule and circulate it to all agencies;
- d) The planning of spring field trips to social agencies for undergraduate students.

. . . The Maryland Pilot Center is at work on a fact-finding project compiling answers to the following questions:

What Are Some Needed Next Steps?

1. What are the Social Work job opportunities in Maryland?
2. What are the professional agencies in the state, and which, in each, carries the responsibility for recruiting workers?
3. Who are the key people in the colleges and the high schools of Maryland to contact in order to arrange to expose the profession to the most "fertile" segment of young people?
4. What are some of the possible and practical methods of presenting the profession once those who are interested in it are identified (i.e., films, T.V., drama, tours)?
5. How can the recruitment efforts of agencies, of professional associations, and of individuals, be pulled together into the one common effort towards recruiting for the profession as a whole?
6. Could this committee serve as the known spot where such questions could be answered, and could this committee be a kind of "clearing house" for requests about the profession?

The Committee also reports a project of gathering together a representative group of young people in Maryland interested in social work and, through a professionally sponsored program, introducing them to the profession. It is working to secure a central location for the Committee to transact its business with a definite address, a known phone number and with arrangements to have someone on duty for specified hours.

. . . Richmond, invited to serve as a Pilot Center, voted to pool its resources and efforts with the State Committee with the understanding that it may concentrate on any special project which may be of value to the total program. Emphasis has been placed upon the coordination of existing recruitment activities of all agencies concerned and so a fact finding committee has been soliciting the cooperation of both public and private agencies employing social workers through the distribution of questionnaires.

As a means of reaching college students and professors, a student day at the State Conference was planned this past year. 60 students and professors from 15 colleges attended this

meeting. At the morning session three social workers discussed "What is My Job." A special luncheon with a speaker was planned. In the afternoon students and faculty were free to attend a general session of their choice at the State Conference. The program concluded with a tea given by the A.A.S.W. workshop.

. . . The Recruitment Committee of the Buffalo Chapter of AASW has called on every high school student counsellor in the Buffalo area and left with each a copy of *Social Work as a Profession* and a supply of *Careers in Social Work*. This has led to numerous requests for speakers at career day programs. The Committee is also working with local colleges in the area, the Buffalo School of Social Work, and is preparing to make social work known to those attending the American Personnel and Guidance Association meeting in Buffalo, April 11 to 15.

How Expensive Is a Recruitment Program?

An effective recruitment program is expensive even though most recruitment materials are sold and as much free professional help is used in developing the program as possible.

For example, the Committee on Careers in Nursing of the National League of Nursing Education reports:

In 1949 — it received for its recruitment campaign:

\$21,000 from nursing organizations and the sale of material
2,000 from American Cancer Society
18,500 from National Foundation for Infantile Paralysis (grant mid-year 1949-50)

Total \$41,500

In 1950 — it received:

\$ 5,000 from American Hospital Association
10,000 from nursing organizations
5,000 from Blue Cross Association
10,000 from quantity sale of material
20,000 from schools and hospitals

Total \$50,000

In 1951 — it received:

\$22,000 from National Foundation for Infantile Paralysis
12,300 from nursing organizations
10,000 from American Hospital Association
3,000 from American Medical Association
9,100 from United Community Defense Services
5,000 from Blue Cross Association
7,200 from quantity sale of material
25,000 from schools and hospitals

Total \$93,600

In 1952 — it received:

\$ 27,000 from National Foundation for Infantile Paralysis
10,000 from American Hospital Association
10,000 from American Medical Association
86,000 from United Community Defense Services
10,000 from quantity sale of material
10,000 from nursing organizations

Total \$153,000

In 1953 — it received:

\$ 35,837 from National Foundation for Infantile Paralysis
10,000 from American Hospital Association
10,000 from American Medical Association
62,000 from United Community Defense Services
10,000 from nursing organizations
10,000 from quantity sale of material

Total \$137,837

CAREERS IN NURSING estimates the value of the help obtained from the Advertising Council including the free car cards, bill boards, radio time and newspaper space, at \$1,000,000 annually. The CAREERS IN NURSING Committee has itself spent about \$37,000 per year on printing of materials and postage in connection with the work of the Advertising Council.

It is recognized that the problem of recruitment in nursing may be quite different from that of other professions because of the widespread interest in nursing. The campaign conducted by the Committee on Careers is directed toward recruiting both professional and practical nurses. The Committee endeavors to maintain a backdrop of information about nursing as a career so that a good climate of information can be shared as far as possible across the country.

. . . The National Committee on Social Work in Defense Mobilization has devoted a considerable proportion of its budget to recruitment for social work. In the year 1952-53 it estimates its expenditures for this activity at \$11,500 and the same amount will be spent during 1953-54.

What Has the Council Spent on Recruiting?

The Council on Social Work Education has had no special budget or income to finance its recruitment campaign but has had to use such funds as its regular budget could provide.

In 1952-53 the Council spent the following on its recruitment activities:

Purchase of Publications from NCSWDM	\$ 715.00
Printing of Council Recruitment Materials	590.39
Staff Service (Professional)	5,000.00
Clerical work in handling recruitment materials	1,500.00
Postage and Express	400.00
Supplies	254.00
	\$ 8,459.39

Less sale of recruitment material

\$ 851.57

Net Council expenditures on recruitment

\$ 7,607.82

In 1953-54 the Council has spent the following on its recruitment activities through February:

Purchase of publications from NCSWDM	\$ 1,173.50
Purchase of reprints from Pratt Institute	125.00
Printing of Council recruitment materials	1,000.00
Staff Service (Professional)	6,300.00
Clerical work in handling recruitment materials	1,250.00
Postage and Express	600.00
Supplies	325.00
	\$ 10,773.50

Less sale of recruitment materials

\$ 859.37

Net Council expenditures through February

\$ 9,914.13

The expenditures for recruitment in nursing as compared with social work are significant. They indicate how relatively small an amount has been available to carry on the overall recruitment program for social work. It is estimated that a minimum of \$50,000 a year is needed by the Council to operate an effective recruitment program plus a minimum of \$100,000 per year to provide some much needed first year scholarships.

The Council has not asked the field to make extra contributions to finance recruitment for social work as the nurses did in the early years of their recruitment program. It recognizes that considerable sums are being spent by individual agencies on recruitment activities. This appears to be sound in principle provided an effective coordination of these various activities and their support can be achieved to insure maximum value to the total field. Such coordination involves the development and production of generally useful recruitment material, attention to obstacles in the field which can only be overcome by the united action of the total field, and attention to all aspects of the problem.

What Accounts for the Decrease in the Number of Persons Coming Into Social Work?

This is a difficult question to answer but on the basis of considerable information gathered from a great variety of sources it appears that the following factors are major:

1. A decrease in the number of persons of college age due to the actual decrease in the birth rate during the depression years. It is anticipated that this will be an important factor in college enrollment until at least 1960.

2. The high cost of social work education (largely because of the time required to complete the master's degree) coupled with the modest salaries paid social workers.

3. The lack of status and prestige for social work as contrasted with older professions. This stems from the general lack of public knowledge about the profession. It can be a very important factor influencing the choice of a career since parents are likely to give it considerable weight.

4. The high level of employment with resulting competition for personnel in all fields.

5. The intensive recruiting campaigns of other professions and vocations, many of them backed with large scholarship funds.

6. The demands of the military services for personnel.

7. The lack of adequately organized plans for the placement in suitable social work positions of college graduates who are without professional preparation.

with many related professions, and are gradually being further improved. Opportunities for advancement are never lacking. The number of social work positions actually increases when they are decreasing in other fields.

4. It is challenging and pioneering. Every problem has its individual aspects and calls for knowledge, skill and initiative if help is to be given. It is a field in which there are many controversial questions of great interest constantly arising. It is not a field for the timid, the fearful or those lacking in energy. It is rather for those with inquiring minds, of conviction, unafraid of the new, and wanting to be socially useful.

What Are the Major Obstacles in Developing a More Effective Recruitment Program?

There are many obstacles but those which loom largest are:

1. Lack of adequate funds to enable the Council to develop the enormous potential interest in the field and to enlist the help which is available to develop a nationwide channel for interpretation and understanding of the profession.

2. The lack of a coordinated or integrated program of recruitment so that the activity of one organization would contribute in a planned way toward the total effort. Such a plan would insure that there would be no major gaps in our efforts and that resources lacking in one organization could be supplemented by those in another.

3. The inadequate salaries paid social workers in terms of the cost of professional preparation and their responsibilities. This is an obstacle to recruiting which requires a plan and concerted effort if more progress is to be made in removing it as a major obstacle.

4. The lack of public understanding of social work and consequently the prestige accorded to social work generally. There has been little concerted long-term national effort to interpret the nature of the professional contribution in social work.

5. The failure of the field of social work to accord to recruitment efforts the attention and resources which the seriousness of the problem warrants.

None of these obstacles is insurmountable and some real progress in dealing with them can be reported. There can be no let-up in our efforts. Recruitment is a long-term undertaking.

What Are Some Needed Next Steps?

There are many additional recruitment activities which need to be further developed. Space does not permit any detailed discussion of projected plans but among the urgent needs to which attention is being given by the Council's Recruitment Committee are:

1. The enlistment of more interest in recruitment activities on the part of personnel in the field in order to reach a larger number of students who might be interested in social work as a career if they knew of its opportunities.

2. The development of visual aids for use in recruiting.

3. Provision of more help to local communities in organizing a coordinated recruitment program.

4. The development of more student aid, particularly for first year graduate students.

5. A better organization of referrals for helping undergraduates locate suitable positions in social work.

6. Getting suitable reference material on the field of social work in publications of general use particularly those used by high school and college students.

7. The organization of a planned campaign to interpret the professional contributions of social workers.

Did You Know?

1. From June 22, 1944 to November 30, 1952, 4,200 World War II Veterans had taken social work training under the G.I. Bill. An additional 2,000 disabled veterans took training in social work under Public Law 16 during the period March 1943 to November 1952.

2. As of November 1, 1953, 4,065 full-time students were enrolled in the 59 schools of social work in Canada and the United States. Of this number 1,375 were men and 2,695 were women. In addition to the number of full-time students enrolled there are approximately 3,000 employed social workers enrolled on a part-time basis.

3. That about 40% of the boys and girls who graduate from high school in the top quarter of their class do not go to college at all. The reasons are many, but two most important ones are financial inability and just plain lack of interest.

4. That a high proportion of the male graduates of schools of social work are being inducted into the armed forces and are not available for civilian practice in social work for from 2 to 3 years following graduation.

5. In 1952 schools of social work were helping to strengthen social services in 39 foreign countries through the training of 191 full-time students from countries in South America, Europe, the Middle East, the Far East, Africa and Australia.

Do You Want More Information on Recruitment?

For further information on recruitment for social work or to make suggestions for improving recruitment activities write to the Council on Social Work Education, 345 East 46th Street, New York 17, N. Y.

Current Recruitment Materials Available from the Council

RECRUITMENT KIT No. 1—For use by the profession of Social Work — \$1.00

Recruitment Kit Folder. 20¢.

Covering Letter. Free.

A Guide for Organizing a Local Recruitment Program.

Includes: Guide; Fact Sheet of Essential Information; Outline for Speakers; List of Accredited School of Social Work. 50¢.

Careers in Social Work. A brochure for high school students, published by the National Committee on Social Work in Defense Mobilization for the Council on Social Work Education. 4¢ each if ordered in quantities of 10 or more. 5¢.

Career Briefs Series, Vol. 4, No. 2, Careers in Social Work. Reprinted by the Council on Social Work Education with permission of Pratt Institute. 4¢. If ordered in quantities of 10 or more, 5¢.

Social Work as a Profession. A booklet for college students and others seriously interested in social work as a career. 25¢.

Folders on Special Fields in Social Work. Free in Kits.

Social Group Work

Psychiatric Social Work

Medical Social Work

School Social Work

Medical Service Corps

Public Welfare (additional copies from APWA—5¢ each with quantity discount)

Graduate Professional Schools of Social Work. A list of professional schools accredited by the Commission on Accreditation, including approved special programs.

Social Work Fellowships & Scholarships. Free to members. 10¢.

A Bibliography of Recruitment Material. Compiled by the National Social Welfare Assembly. 10¢.

RECRUITMENT KIT No. 2—For use by Vocational Guidance Personnel — \$1.25

Recruitment Kit Envelope. 10¢.

Covering Letter. Free.
Opportunities in Social Work. Vocational Guidance Manual by Joseph P. Anderson. \$1.00.

Careers in Social Work. (See Kit No. 1 for description and prices.)

Career Briefs Series, Vol. 4, No. 2, Careers in Social Work.

Social Work as a Profession.

Folders on Special Fields in Social Work.

Graduate Professional Schools of Social Work.

Social Work Fellowships & Scholarships.

A Bibliography of Recruitment Material.

RECRUITMENT KIT No. 3—For use by students interested in Social Work — 50¢

Recruitment Kit Envelope. 10¢.

Covering Letter. Free.

Careers in Social Work. (See Kit No. 1 for description and prices.)

Career Briefs Series, Vol. 4, No. 2, Careers in Social Work.

Social Work as a Profession.

Folders on Special Fields in Social Work.

Graduate Professional Schools of Social Work.

Social Work Fellowships & Scholarships.

Some Current References on Recruitment

American Association of Social Workers—"Proceedings AASW Regional Workshop," Des Moines, Iowa—October 17-18, 1953.

Employment Security Review, January 1954.

"Opportunities in Social Work" by Ernest F. Witte.

National Social Welfare Assembly—January 1954.

"Summary Report of Recruitment Activities for the Field of Social Work at the National Level," July 1, 1952 to June 30, 1953. 20¢ per copy.

Mademoiselle, February 1954.

"Jobs on your Mind" by Nancy Lynch.

Higher Education, November 1953—U.S. Office of Education.

"Professional Education for Social Work" by Witte, Kendall and Hollis.

World Weekly, 33 West 42nd Street, New York 36, N. Y., January 13, 1954.

"Her Job Is Helping Others" a feature story for high school students.

Good Housekeeping Magazine—

How to Select a School or a College (1953) a separate brochure.

Your Future in Public Welfare (pamphlet)

American Public Welfare Association, 1313 East 60th Street, Chicago 37, Illinois. 5¢ per copy. Discount for quantities.

Proceedings, Recruiting Conference, October 12, 1953.

National Jewish Welfare Board, 145 East 32nd Street, New York 16, N. Y.

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